

METHOD AND SYSTEM FOR PROCESSING
SUPPLEMENTARY PRODUCT SALES
AT A POINT-OF-SALE TERMINAL

COPY

5 The present application is a continuation-in-part
application of co-pending Patent Application No. 08/822,709,
entitled SYSTEM AND METHOD FOR PERFORMING LOTTERY TICKET
TRANSACTIONS UTILIZING POINT-OF-SALE TERMINALS, filed on March
21, 1997, incorporated herein by reference.

10 FIELD OF THE INVENTION

 The present invention relates to point-of-sale
terminals, and, more specifically, to methods and systems for
processing product sales at point-of-sale terminals.

15 BACKGROUND OF THE INVENTION

 Most stores that are visited by customers have one or
more point-of-sale ("POS") terminals, such as cash registers.
Store cashiers use POS terminals for calculating the total price
20 of a purchase (one or more products) and the amount of change due
to a customer. Some POS terminals furthermore track purchases
made and adjust a database of store inventory accordingly.

 The amount of change due is the difference between the
purchase price and the amount tendered by the customer.

Customers typically tender whole number cash amounts in the form of bills of paper money, while purchase prices are most often non-whole number amounts. Accordingly, the amount of change due to a customer at a POS terminal typically includes one or more
5 coins, which the POS terminal or cashier dispenses to the customer.

Receiving and carrying change, especially coins, is an annoyance to many customers. Consequently, customers often are forced to tender non-whole number cash amounts in order to
10 dispose of their unwanted coins and/or reduce the coins that would otherwise be given to them as change for their purchase. Coins and bills that are tendered by the customer are collected by the cashier at the POS terminal.

Both dispensing coins to and collecting coins from a
15 customer increases the amount of time a cashier spends processing a purchase, and therefore increases the amount of time that customers wait in line at a POS terminal. Accordingly, businesses must pay wages for time spent handling coins, and customers must experience delays as coins are exchanged between
20 cashiers and customers.

In addition, it is possible that the cashier will make a mathematical error and dispense the wrong amount of change. Customers often anticipate such an error and count their change

to assure that they received the correct amount. Such customers typically count their change before leaving the POS terminal, further delaying other customers.

Businesses incur costs associated with counting,
5 rolling, banking and otherwise handling coins. By some estimates, businesses expend hundreds of thousands of hours and hundreds of millions of dollars each year just to handle coins.

In summary, the exchange of change, especially coins, between customers and POS terminals is costly, time-consuming and
10 undesirable. Unfortunately, conventional POS terminals merely calculate purchase prices and amounts of change due, and cannot reduce the amount of change due nor the exchange of coins.

Accordingly, it would be advantageous to provide a system and method that reduced the amount of change due, and
15 therefore reduced the coins exchanged between customers and cashiers at a POS terminal.

SUMMARY OF THE INVENTION

It is an object of the present invention to provide
20 methods and systems for offering selected products in exchange for the amount of change due at POS terminals.

Generally, according to one aspect of the present invention, a POS terminal determines an upsell to exchange for

the change due to a customer in connection with his purchase.

The point-of-sale terminal preferably maintains a database of at least one upsell price and a corresponding upsell to offer a customer in exchange for the change due to him. The upsells and

5 upsell prices are established so that upsells are profitably exchanged for the change due, thus providing the business with profit and the customer with value if the upsell is accepted.

When a customer brings a purchase to a POS terminal, the POS terminal generates the purchase price and sets a

10 "required payment amount" to be equal to the purchase price. The required payment amount indicates the amount the customer is expected to pay. The POS terminal then generates a rounded price, preferably by rounding up the purchase price to a whole number, and calculates therefrom a round-up amount equal to the
15 difference between the purchase price and the rounded price. Accordingly, the round-up amount indicates the coins due as change.

By comparing the calculated round-up amount with at least one of the upsell prices in the database, the POS terminal
20 may determine whether the round-up amount corresponds to any of the upsell prices. If so, the POS terminal identifies the upsell corresponding to this upsell price, and outputs signals indicative of the identified upsell. The output signals are

preferably displayed text or graphics that explain to the customer and/or the cashier that the upsell may be purchased for the specified amount of change due.

If the customer accepts the upsell, the cashier so
5 indicates by pressing a selection button on the POS terminal.
The required payment amount for the customer to pay is then set equal to the rounded price, rather than the purchase price.
Thus, the customer receives the upsell in exchange for the coins due to him, and the coins need not be exchanged between the
10 customer and the POS terminal.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1a is a schematic illustration of a POS terminal provided in accordance with the present invention.

15 FIG. 1b is a schematic illustration of another embodiment of the POS terminal of Fig. 1a.

FIG. 2 is a flow chart illustrating a method of the present invention for determining an upsell at a POS terminal.

FIG. 3 is an exemplary illustration of a storage area
20 of the POS terminal of FIG. 1a.

FIG. 4 is a schematic illustration of an upsell database of the POS terminal of FIG. 1a.

FIG. 5 is a schematic illustration of a customer database of the POS terminal of FIG. 1a.

FIG. 6 is a schematic illustration of an inventory price database of the POS terminal of FIG. 1a.

5 FIG. 7 is a schematic illustration of an offered price database of the POS terminal of FIG. 1a.

FIG. 8 is a flow chart illustrating a method of the present invention for evaluating a counter-offer for an upsell at a POS terminal.

10 FIG. 9 is a schematic illustration of an identifier database of the POS terminal of FIG. 1a.

FIG. 10 is a schematic illustration of POS terminal connected to a lottery data processing system.

FIG. 11 is a schematic illustration of another
15 embodiment of the customer database of the POS terminal of FIG. 1a.

FIG. 12a is a flow chart illustrating a method of the present invention for storing customer preferences.

FIG. 12b is a flow chart illustrating a method of the
20 present invention for storing customer preferences.

FIG. 13 is a flow chart illustrating a method of the present invention for applying previously-selected customer preferences.

FIG. 14 is a flow chart illustrating a method of the present invention for receiving a donated upsell.

FIG. 15 is a flow chart illustrating another method of the present invention for determining an upsell at a POS

5 terminal.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

As used herein, an "upsell" is a product (good or service) which is offered along with a purchase and has a value
10 approximately equal to a predetermined upsell price. Types of upsells which are described in detail herein include (i) an upgrade from a first product to a second product different from the first product, (ii) an additional product, (iii) a voucher which is redeemable for a product or a discount thereon, and (iv)
15 an entry in a sweepstakes, contest, lottery or other game. Various other types of upsells may be used without departing from the scope and spirit of the present invention.

By offering an upsell in exchange for the customer's change, an average of approximately fifty cents additional
20 revenue is collected per upsell, and the number of coins exchanged is reduced or eliminated. The reduction or elimination of change dispensing and collecting greatly reduces the time a customer spends at a POS terminal. In some cases, it may even be

possible to reduce the number of cashiers, if any, who operate POS terminals. In addition, customers may recognize a greater value from the transaction while reducing or eliminating the need to carry additional change after a purchase.

5 Further, the present invention allows businesses to more effectively sell aged or perishable products by offering such products in exchange for change due. Such products, such as aging magazines, audio tapes, compact discs, flowers and various perishables can be sold, thereby generating additional revenue
10 and reducing the costs of otherwise disposing of the products. Providing the customer with aged products effectively allows businesses to "pre-qualify" customers to receive discounts on products.

Referring to Fig. 1a, a POS terminal 10 includes a POS
15 processor 12 connected to each of an input device 14, a printer 16 and a display device 18. The POS processor 12 comprises at least one microprocessor 20, such as an Intel 80386 microprocessor, which is connected to a storage device 22, such as a RAM, floppy disk, hard disk or combination thereof.

20 The microprocessor 20 and the storage device 22 may each be (i) located entirely within a cash register, vending machine or similar enclosure; (ii) connected thereto by a remote communication link, such as a serial port cable, telephone line

or radio frequency transceiver; or (iii) a combination thereof. For example, the POS processor 12 may comprise one or more cash registers connected to a remote server computer for maintaining databases, or a vending machine connected to a local computer.

5 Many types of conventional cash registers and other types of POS terminals may be used to implement the present invention in light of the present disclosure. Such terminals may only require software upgrades, which are typically performed without undue effort.

10 Fig. 1b illustrates another embodiment of the POS terminal 10 in which a first device 32 communicates with a second device 34 via a remote communication link 36. The first device 32, which may be a cash register, comprises the input device 14, the display device 18 and a microprocessor 37 which performs some
15 of the functions of the microprocessor 20 of Fig. 1a. The second device 34 may be, for example, a processing system operated by an electronic marketing service or credit card clearinghouse. The second device 34 comprises the storage device 22, the printer 16 and a microprocessor 38 which performs some of the functions of
20 the microprocessor 20 of Fig. 1a.

Referring again to Fig. 1a, the input device 14 is preferably a keypad for transmitting input signals, such as signals indicative of a purchase, to the microprocessor 20. The

printer 16 is for registering indicia on a portion of a roll of paper or other material, thereby printing receipts, coupons and vouchers as commanded by the microprocessor 20. The display device 18 is preferably a video monitor for displaying at least
5 alphanumeric characters to the customer and/or cashier. Many types of input devices, printers and display devices are known to those skilled in the art, and thus need not be described in detail herein.

The storage device 22 stores a POS program 24 for
10 controlling the microprocessor 20 in accordance with the present invention, and particularly in accordance with the processes described in detail hereinafter. The POS program 24 also includes necessary program elements, such as "device drivers" for interfacing with each of the input device 14, printer 16 and
15 display device 18. Appropriate device drivers and other necessary program elements are known to those skilled in the art, and need not be described in detail herein.

The storage device 22 also stores a required payment amount 26, which is an amount of money expected to be paid in
20 return for products provided to the customer. From the required payment amount 26, the microprocessor 20 may determine, for example, the change due and the total amount of money that should have been collected by the POS terminal 10 at the end of a day.

Those skilled in the art will note that the required payment amount may comprise a single stored value or a plurality of values which each correspond to an amount of money expected to be paid for one or more products.

5 The storage device 22 furthermore stores an inventory price database 28, which includes products and corresponding product prices. The inventory price database 28 enables the microprocessor 20 to calculate a total purchase price of one or more products, and in turn store the total purchase price in the
10 required payment amount 26.

 An upsell database 30 stored in the storage device 22 includes upsells and corresponding upsell prices. An upsell price as used herein is a price, set of prices or range of prices at which it is desirable to sell the corresponding upsell. The
15 upsell price is typically related to the cost of the upsell to the business. For example, if the cost to a restaurant is 20¢ for a small soda, then the upsell price of one additional small soda is a range greater than 20¢, such as the range from 20¢ to 30¢. As another example, if the cost to the restaurant is 22¢
20 for a large soda, then the cost of an upsell from a small soda to a large soda for the restaurant is the incremental cost $22¢ - 20¢ = 2¢$. Accordingly, the upsell price may possibly be a range having a lower bound of 2¢.

In addition, it is desirable that the upsell price has an upper bound that is less than a predetermined amount. For example, an upsell price should not exceed the price of a product offered as an upsell. Using the example given above, the upsell price for an upgrade from a small soda to a large soda is a range with a lower bound of 2¢. An upper bound for this upsell price should not exceed the cost of a large soda, for example, 90¢. Otherwise, the customer would pay more than the price he would have paid if he had included a large soda in his purchase.

Proposing such a transaction to the customer, for example, 95¢ in exchange for a 90¢ large soda, is likely to be ineffective, as well as insulting to the customer.

In general, the price of a product to a customer is different from the cost of the product to the business that offers the product. Therefore, the upsell prices in the upsell database 30 cannot be ascertained from only the product prices in the inventory price database 28, but must be calculated so as to yield a profit. For example, the inventory price database 28 may indicate that the price of a small soda is 55¢ and the price of a large soda is 90¢. From these two prices alone, it is impossible to determine that the cost to a restaurant is 20¢ for a small soda and 22¢ for a large soda, and thus that the cost of such an upsell from small to large soda is 2¢. Accordingly, it is

impossible to determine, from the inventory price database 28
alone, that it would be profitable for the restaurant to
profitably provide the upsell for relatively small upsell prices,
such as 5¢ or 10¢. Such a profit point can only be determined as
5 a function of the costs.

The above-described difference between the prices of
products to customers and the costs of the products to the
business permits the POS terminal to determine upsells which (i)
are profitably sold for the change due to a customer, and also
10 (ii) provide the customer with a product at a reduced price, in
exchange for his change. Providing the product at a reduced
price tends to increase customer satisfaction, generate
additional revenue for the business and increase inventory
turnover. At the same time, the prices of products need not be
15 reduced, and thus the profits from sales of these products
(besides upsells) remain substantially or completely unaffected
by offering upsells.

One type of upsell, which several kinds of businesses
may offer, is an upgrade from a first product to a second
20 product. Accordingly, a combination of (i) a purchase including
a first product, and (ii) an upsell including an upgrade from a
first product to a second product would effectively result in the
upgrade from the first product to the second product. A

restaurant, for example, may offer an upsell comprising an upgrade from a small soda to a large soda, or an upgrade from a plain taco to a deluxe taco. An electronics store may offer an upsell that extends the effective term of a warranty.

5 Another type of upsell is an additional product to supplement the customer's purchase. For example, a restaurant may offer an upsell comprising a promotional cup or a dessert; a video store may offer an upsell comprising a movie rental ticket, additional videotape or promotional hat; a vending machine may
10 offer an upsell that provides an extra candy bar; an appliance store may offer an upsell comprising a warranty; and a supermarket may offer an upsell comprising any one item from a bin of perishable goods. Such a supermarket upsell is particularly advantageous in generating revenue and liquidating
15 perishable products.

Fig. 2 illustrates a method 40 for determining an upsell of a purchase at a POS terminal. The POS terminal of this embodiment, for example the POS terminal 10, maintains a database of upsell prices and corresponding upsells (step 42). The POS
20 terminal furthermore generates a purchase price of a purchase (step 44), and sets the required payment amount 26 (Fig. 1a) to be equal to the purchase price (step 46). The step of generating a purchase price may comprise, for example, (i) pressing keys on

the input device 14 (Fig. 1a) which each correspond to a product,
(ii) pressing numeric keys on the input device 14 which
correspond to the digits of the purchase price, or (iii)
receiving digital signals indicative of a currency value from a
5 remote computing device.

The POS terminal then generates a "rounded" price (step
48), and calculates a round-up amount (step 50) equal to the
difference between the purchase price and the rounded price. The
rounded price may be calculated as, for example, the smallest
10 whole number dollar amount that is greater than the purchase
price, the smallest multiple of five dollar amount that is
greater than the purchase price, or the amount of money tendered
by the customer, which may or may not be a whole number amount.
When the rounded price is a whole number, the customer can easily
15 tender bills and in turn receive, at his discretion, either (i)
no change, or (ii) change which consists solely of bills, not
coins. When the rounded price is a multiple of large coins, such
as nickels, dimes, quarters or half dollars, the customer can
receive change that consists solely of coins the customer
20 desires, such as quarters. Many other forms of rounded prices
may be calculated in accordance with the present invention.

The POS terminal then determines at least one upsell to
be exchanged for the round-up amount (change due). Preferably,

to identify the upsell, the POS terminal compares the round-up amount with at least one of the upsell prices in the upsell database (step 52) to identify at least one upsell having an upsell price including the round-up amount. If the round-up
5 amount corresponds to an upsell price (step 54), the POS terminal identifies an upsell (step 56) which corresponds to that upsell price, thereby identifying the upsell to exchange. The POS terminal then outputs signals indicative of the identified upsell (step 58), such as displaying text and/or graphics that explain
10 to the customer and/or the cashier that the identified upsell may be purchased for the round-up amount.

The customer indicates to the cashier whether he accepts or rejects the offered upsell. The cashier then presses a button on the POS terminal or otherwise generates a selection
15 signal for indicating selection between the identified upsell and change (step 60). If the selection signal indicates selection of the upsell, the required payment amount is set to be equal to the rounded price (step 62). Thus, the customer tenders cash, a check or a credit card to satisfy the amount of money expected to
20 be paid, and receives the upsell in exchange for the round-up amount.

As discussed above, those skilled in the art will realize that the required payment amount may comprise a single

stored value or a plurality of values which each correspond to an amount of money expected to be paid for one or more products.

For example, the step 62 of setting the required payment amount to be equal to the rounded price may comprise (i) setting a
5 stored unitary value to be equal to the rounded price; or (ii) setting a first stored value to be equal to the purchase price and setting a second stored value to be equal to the round-up amount, similar to the case where two purchases are recorded.

In the example illustrated in Fig. 3, a customer at a
10 fast-food restaurant orders a purchase that includes a hamburger and a small soda. A cashier records the purchase at a POS terminal, and the POS terminal in turn determines the product prices of each of the hamburger and the small soda from entries 70 and 72 in the inventory price database 28. The POS terminal
15 generates therefrom the purchase price \$1.62, and sets the required payment amount 26 to be \$1.62.

The POS terminal then generates a "rounded" price of \$2.00 (using, in this example, "2" as the smallest whole number which is greater than the purchase price), and calculates a
20 round-up amount 74 of $\$2.00 - \$1.62 = 38\text{¢}$. Since the rounded price is a whole number, the customer may easily tender bills and receive either no change or change which consists solely of bills, not coins.

The POS terminal compares the round-up amount 74 with at least one of the upsell prices in the upsell database 30. The round-up amount 74 corresponds to a compared upsell price 76 (the range from 2¢ to 45¢), and the product sold (small soda) corresponds to the upsell condition 78, so the POS terminal identifies an upsell 80 in the upsell database 30 which corresponds to the upsell price 76. The POS terminal then displays text or graphics that explain to the customer and/or the cashier that the upsell 80 may be purchased for the specified amount of change due (the round-up amount 74).

The customer indicates to the cashier whether he accepts or rejects the offered upsell. The cashier then presses a button on the POS terminal or otherwise generates a selection signal for indicating selection between the identified upsell 80 and change. If the selection signal does not indicate selection of change, but instead selection of the upsell 80, the required payment amount 26 is set to be equal to the rounded price. Thus, the customer receives the upsell (an upgrade from a small soda to a large soda), and there are no coins due.

In some embodiments of the present invention, the POS terminal determines the upsell(s) by identifying at least one upsell in the database that corresponds to the compared upsell price. For example, an upsell comprising a small soda may

correspond to an upsell price range of between 2¢ and 20¢. In other embodiments, the POS terminal determines the upsell(s) by identifying at least one upsell in the database which corresponds to both (i) the compared upsell price, and (ii) at least one

5 "purchase condition".

A purchase condition is a condition in effect when the purchase is processed at the POS terminal. Some types of purchase conditions are the purchase price, time of day, day of the week, season, the identity of a product included in the
10 purchase, the cost of a product included in the purchase, and/or past purchases made by the customer. Other types of purchase conditions may be employed without departing from the spirit and scope of the present invention.

The use of purchase conditions in the present invention
15 allows upsells to be more accurately determined, and in turn increases the likelihood that an upsell will appeal to a customer and be exchanged for change due. For example, at certain times during a day, a customer may have a stronger desire for certain upsells. A meal is a more appealing upsell during dinnertime
20 than during the mid-afternoon, and a video rental is more appealing in the evening than in the morning. Accordingly, consideration of the time of a purchase may allow more appealing upsells to be offered.

In embodiments that employ purchase conditions, upsell prices in the upsell database have a corresponding upsell and at least one corresponding upsell condition to compare with the purchase condition. Furthermore, the POS terminal generates the purchase condition(s) in any of a number of ways. For example, a clock signal can provide the time and/or date, the purchase recorded by the POS terminal can provide the identity of products, and a "frequent shopper card" can provide signals indicative of the customer's identity and past purchases made by the customer.

Referring to Fig. 4, an upsell database 90, which is one embodiment of the upsell database 30 of Fig. 1a, includes upsell prices 92, upsell descriptors 94 and a plurality of upsell conditions, including the items purchased 96, whether a customer identifier is required 98, customer product preferences 100, the time of day 102 and cost 103 to the business. The entries in the upsell database 90 may be uniquely identified by upsell codes 104.

Several types of purchase conditions, which are compared with upsell conditions, may be stored in one or more databases in the storage device 22 (Fig. 1a). For example, Fig. 5 illustrates a customer database 110, which includes unique customer identifiers 112, as well as customer-specific

information, such as name 114, address 116, telephone number 118 and historical product preferences 120. The POS terminal 10 (Fig. 1a) may employ the customer database 110 to determine various purchase conditions, and offer upsells accordingly as
5 described above. A customer at a POS terminal may provide a corresponding customer identifier, and thereby provide his customer-specific information, in any of a number of ways. For example, the customer may type his customer identifier into the POS terminal, or may "swipe" (pass) a frequent-shopper card
10 containing a unique identification code through a card reader at the POS terminal.

Other types of purchase conditions may be derived from an inventory price database. Referring to Fig. 6, an inventory price database 130, which is one embodiment of the inventory
15 price database 28 of Fig. 1a, includes products 132 and corresponding product prices 134. The inventory price database 130 may also include unique product identifiers 136, as well as the numbers of such products in stock 138. It may also be desirable to store the "age" (expiration date or time) 140 of
20 certain types of products, thus allowing older products to be identified and offered as upsells.

For each purchase, the above-described purchase conditions, the round-up amount and whether the upsell was

selected may be stored in a database of offered upsells. Such a database of offered upsells could provide information on which upsells were accepted by customers, and under what circumstances the upsells were accepted. Thus, from this database, the value
5 of upsells to consumers may be determined, and the upsell database can be adjusted accordingly. For example, if consumers rarely accept a certain upsell, the upsell may be eliminated from the database or may be offered in exchange for much smaller amounts of change.

10 Fig. 7 illustrates an embodiment of an offered upsell database 150 stored in the storage device 22 (Fig. 1a). The offered upsell database 150 includes upsells which were offered 152, the corresponding round-up amount 154 and which upsell, if any, was accepted 156. Other purchase conditions may be
15 desirable to store in the offered upsell database 150, such as the date 158 of the offered upsell, a unique customer identifier 160, an expiration period 162 for redeeming the upsell, if any, and the date 164 the upsell was accepted (redeemed), if any.

In the embodiments discussed above, the POS terminal
20 identified a single upsell to offer in exchange for a round-up amount. However, the POS terminal 10 (Fig. 1a) may identify more than one upsell that corresponds to an upsell price. In such an embodiment, the POS terminal 10 can provide the customer with a

selection of possible upsells. The POS terminal 10 may display all of these upsells simultaneously, or may display the upsells sequentially.

In embodiments where the upsells are displayed
5 simultaneously, the customer selects from among the displayed upsells. In embodiments where the upsells are displayed sequentially, the customer may reject (fail to select) the first displayed upsell, and the POS terminal 10 then displays a second upsell. Sequentially-displayed upsells can be sorted according
10 to a sorting criteria, allowing the sequence of displayed upsells to proceed in a desired manner. Thus, a first upsell that is sorted before a second upsell is displayed first. If the first upsell is not selected, the second upsell is then displayed.

The upsells may be sorted according to the profit
15 earned on each upsell. In such an embodiment, the upsell yielding the highest profit to the business is offered first. If the customer rejects the highest profit upsell, other upsells having lower profits may be subsequently-displayed. Thus, even if a customer rejects a first upsell, he may select a subsequent
20 upsell that still provides profit to the seller.

In certain other embodiments of the present invention, the POS terminal provides a second upsell having a higher-value to the customer if a first upsell has been rejected. Such a

higher-value upsell may be more likely to be accepted than the first upsell. Such a sequence of increasingly-valuable offers may result in the customer's consistent rejection of the first upsell offer. Accordingly, in another embodiment, the POS

5 terminal generates a random number using any of a number of known methods. The random number may be used to determine (i) whether subsequent upsells are offered at all, or (ii) the relative order in which the upsells of different value will be offered. Thus, customers are unsure of whether a second upsell will be offered
10 and/or what the value of a second upsell may be, so they will not automatically reject the first upsell.

Fig. 8 illustrates a method 180 in which the customer provides a counter-offer to exchange his change for a second upsell. The POS terminal then determines whether to accept this
15 counter-offer.

As described above, the POS terminal outputs signals indicative of a first (identified) upsell (step 182). The POS terminal generates a selection signal for indicating selection between the first upsell, change and a second upsell (counter-
20 offer by customer). If the selection signal indicates selection of the first upsell (step 184), then, as described above, the required payment amount is set equal to the purchase price (step 186). However, if the selection signal indicates selection of

the second upsell (step 188) (i.e., the customer counter-offers for the second upsell), a second upsell price corresponding to the second upsell is determined (step 190) from the upsell database. If the calculated round-up amount corresponds to the
5 second upsell price (step 192) (i.e., the customer's change is sufficient for the second upsell), the required payment amount is set to be equal to the rounded price (step 186), and the second upsell is thereby accepted.

Besides product upgrades and additional products,
10 another type of upsell is a voucher that is redeemable for a product or a discount thereon. Vouchers can be especially valuable to a seller because they attract customers back to a business and possibly provide repeat sales. A customer is typically more likely to return to a business to use a purchased
15 voucher (i.e. purchased with his change) than to use a free voucher. Vouchers provide further value to the seller through the possibility of breakage (i.e. loss and thus non-redemption of a purchased voucher).

A voucher may either be related to the round-up amount
20 or independent thereof. For example, one type of voucher is a coupon redeemable for a discount on a future purchase, in which the discount amount is equal to the round-up amount of the present purchase. In contrast, another type of voucher is a

coupon redeemable for a certain product, regardless of the round-up amount of the present purchase.

Upon accepting the upsell, either the cashier presents a pre-printed coupon to the customer, or the POS terminal prints one for the customer. Printed vouchers may be registered with many different types of indicia, such as redemption information, a unique identifier, the date of the purchase or an expiration date.

In embodiments that include printing a unique identifier on the voucher, the POS terminal maintains a database for storing a plurality of identifiers. When a new voucher must be printed, the POS terminal generates a unique identifier that does not already exist in the identifier database. This identifier is then stored in the identifier database. By searching the identifier database for a voucher identifier, redemption of the voucher may be tracked and the same voucher cannot be redeemed more times than permissible.

Referring to Fig. 9, the storage device 22 stores an identifier database 200, which includes unique identifiers 202 for identifying each voucher. The identifier database 200 may further include voucher face values 204, which may (or may not) equal the round-up amount exchanged for the voucher. Stored voucher face values allow each voucher to be redeemed for a

different value, while minimizing fraud. For example, the voucher face values 204 stored in the database 200 may be retrieved upon redemption and compared with values printed on the vouchers. Discrepancies between stored and printed voucher
5 values would indicate forgery of the printed voucher.

Yet another type of upsell is an entry in a game, such as a lottery, contest, sweepstakes or other game. In some embodiments, the prize for winning the game depends on the round-up amount used to purchase the game entry. For example, the
10 prize for winning the game may be proportional to the round-up amount paid for the game entry. In such embodiments, the prize collected upon winning the game is greater for greater round-up amounts. In other embodiments, the probability of winning may be greater for greater round-up amounts. For example, a game entry
15 for which a customer paid \$1.50 may have twice as much of a chance of winning as a game entry for which another customer paid 75¢.

Upon receiving an input indicating selection of the game upsell in exchange for the round-up amount, the POS terminal
20 generates a unique identifier to identify the game entry. The unique identifier and the round-up amount are stored in a game database of identifiers and round-up amounts. When a winning entry is determined, the game database provides the round-up

amount corresponding to the entry, and thereby determines the prize value.

The game database may be, for example, a database maintained by the POS terminal and stored in the storage device 22 (Fig. 1a). In another embodiment illustrated by Fig. 10, the game database resides in a lottery data processing system 220 that is connected to POS terminals 222 and 223 through a communication link 224. Although two POS terminals are shown in Fig. 10 for purposes of clarity, more POS terminals may be connected to the lottery data processing system 220.

The lottery data processing system 220 is typically a controller located in a store for controlling lottery ticket transactions performed at POS terminals in the store. The system 220 thereby serves to collect and store lottery transactions (such as lottery ticket upsells) performed at the store's POS terminals. Such centralized control of lottery transactions allows customers at a number of POS terminals to each receive upsells that permit participation in a single lottery, contest or other game.

The lottery data processing system 220 comprises a microprocessor 226 for controlling other components described below. The microprocessor 226 communicates with each of a cryptographic processor 228 for authenticating lottery

transactions and a random number generator 230 for generating "quick-pick" lottery numbers for each game entry. A storage device 232 also communicates with the microprocessor 226, and stores (i) the above-described game database 234 of identifiers and round-up amounts; (ii) a POS terminal controller database 236 for maintaining information on POS terminals connected to the lottery data processing system 220, such as a unique identifier for each terminal and the specific lottery transactions of each terminal; and (iii) a winning lottery ticket number database 238 for storing winning numbers, and thereby indicating winning entries.

In each of the embodiments of the present invention described above, the customer selects and receives an upsell. However, as described below, the customer may prefer to transfer ("donate") his upsell to a second customer, with the upsell being received by the second customer at his next visit to a POS terminal. The second customer may visit the POS terminal, for example, to pay for products, as described above, or specifically to collect the donated upsell.

Fig. 11 depicts a customer database 260 which is another embodiment of the customer database 110 (Fig. 5) stored in the storage device 22. The customer database 260 includes unique customer identifiers 262, as well as customer-specific

information described above, such as name 264, address 266, telephone number 268 and historical product preferences 270. In addition, the customer database 260 includes linked customer identifiers 272 that identify others (if any) to which the
5 customer's upsells are donated.

For example, using the functionality of the customer database 260, a customer may specify that an acquaintance receives the customer-earned upsell. The customer database 260 also includes upsells due 274 to the customer, such as upsells
10 previously earned or transferred to him by another, as well as upsell expiration dates 275 indicating the last dates for receiving the upsells due.

Using the exemplary data shown in the database 260 of Fig. 11, a first customer identifier 276 of the record 277
15 identifies a customer name "Bill Smith" and further identifies a corresponding linked customer through identifier 278 in field 272. This linked customer identifier 278 corresponds to the customer identifier 280 identifying the customer "Jill Smith". Accordingly, Jill Smith has been identified and receives upsells
20 donated by Bill Smith.

An upsell due 282 is associated with customer identifier 280 of record 281 (Jill Smith). The upsell due 282 is provided based on a purchase by Bill Smith, and is collected by

Jill Smith during a visit to a POS terminal. The upsell identifier "A" in field 274 may comprise, for example, a small soda. Thus, the use of "linked customers" thus allows customers to transfer earned upsells, or even purchased products, thereby
5 increasing both customer satisfaction and customer retention.

A customer may prefer to randomly donate his upsell to one (or more) of a number of customers, such as a number of family members or a predetermined list of needy families, rather than to any one customer in particular. In such an embodiment,
10 the donating customer may first designate an associated group of linked customer identifiers 272. Alternatively, the customer may let the store select a group of customers. A random one (or more) of this group is selected by the POS terminal as the recipient of the upsell.

15 Referring now to Figs. 12a and 12b, a process 300 is shown whereby automated upsell processing is performed for a customer having a frequent shopper card. A customer who wishes to register for a frequent shopper card which stores his preferences provides personal information (step 302), such as his
20 name, address and/or telephone number, to a POS operator or other person who responsible for data entry. This personal information is then stored (step 304) in a record of the customer database.

Such records are exemplified in Fig. 11 by the records 276 and 281 of the customer database 260.

The customer selects (step 306) if he would like to normally receive an upsell, rather than change. If he so
5 selects, possible choices of upsells are displayed (step 308) to the customer. The customer chooses which of the displayed upsells he prefers to normally receive (step 310), and the chosen upsell is stored (step 312) in the historical preferences field 270 of his customer record.

10 The customer may also choose (step 314) if he would like to donate his upsells to a "linked" customer having a frequent shopper card. If so, the customer provides information (step 316) identifying the linked customer, such as the name, address and/or account number of the linked customer. The
15 customer may select multiple other linked customers to receive donated upsells. The information is verified (step 318) to assure that the second customer may be properly identified from the information provided, and the information is stored in the customer database record. As necessary, additional customer
20 records are created for second and subsequent customer(s).

Possible upsells to donate to the second customer are displayed (step 320) to the customer. The customer chooses which of the displayed upsells he prefers to normally transfer (step

322), and the chosen upsell is stored (step 324) in the customer record. Finally, the customer is issued his frequent shopper card (step 326) through which the POS terminal may identify his customer record.

5 Referring to Fig. 13, a method 340 for applying previously-selected customer preferences to a current visit to a POS terminal begins with a determination (step 342) of whether a frequent shopper card is being used. Such a determination may be made, for example, by receiving a signal from a card reader,
10 thereby indicating that a card has been "swiped" through the card reader. If a frequent shopper card is not being used, an upsell is determined (step 344) as previously described, and an upsell (if selected) is provided to the customer (step 346) in exchange for his change.

15 If a frequent shopper card is being used, the customer database is searched to determine (step 348) if the customer has a preferred upsell. If he does, the preferred upsell is selected (step 350). The customer database is also searched to determine (step 352) if the customer has established a second customer to
20 receive donated upsells. If so, an identifier for the selected upsell is stored (step 354) in an account of the second customer, thereby indicating that the second customer may receive the selected upsell. In other embodiments, the second customer may

receive donated products that are not upsells, such as products bought for "list" price.

Referring now to Fig. 14, a method 370 illustrates how the second customer may receive the donated upsell. While at the POS terminal, the second customer swipes his frequent shopper card through a card reader (step 372), thereby identifying a customer record of the customer database providing information on his preferences and any upsells donated to him. The customer record is searched to determine (step 374) if an upsell has been donated to the second customer. If not, the second customer completes his transaction (step 376) at the POS terminal as described above. If an upsell has been donated, the second customer is informed and the upsell is provided (step 378), thereby clearing the donated upsell from the record of the second customer. A transaction-specific upsell, dependent on the change of the second customer, can be offered in addition to the donated upsell.

As described above, an upsell may have a corresponding expiration date after which the upsell may not be redeemed. For example, a donated upsell may be transferred only if the second customer collects the upsell through the above-described method 370 (Fig. 14) before a predetermined date. An expiration date for donated upsells is especially advantageous to a store in that

it can increase customer retention by providing an incentive to visit the store having the POS terminals before the upsell expires. Breakage also provides the store with profit.

In many of the embodiments presented herein, the methods and apparatus of the present invention have been described in detail with respect to a single device functioning as a POS terminal, such as a cash register. However, as also described above, the functionality of the present invention may be implemented by a plurality of devices sharing the described functionality, such as the multi-unit system illustrated in Fig. 1b.

Accordingly, Fig. 15 illustrates a method 390 for determining an upsell at a POS terminal in accordance with the embodiment of fig. 1b. The method 390 may be performed, for example, by a combination of a cash register and a processing system operated by an electronic marketing service or credit card clearing house. The cash register generates a purchase price and transmits the purchase price to the processing system (step 392).

The processing system generates a rounded price (step 394), and generates a round-up amount in dependence thereupon (step 396). As described above, the processing system identifies an upsell to offer to the customer (step 398). If the customer selects the upsell (step 400), then the required payment amount

of the cash register is set, manually or automatically through a connection with the processing system to the rounded price (step 402).

It will be understood by those skilled in the art that
5 many different systems may be provided wherein the functionality of the present invention is shared amongst multiple hardware and/or software devices.

Although the present invention has been described with respect to a preferred embodiment thereof, those skilled in the
10 art will understand that various substitutions may be made to those embodiments described herein without departing from the spirit and scope of the present invention. For example, many other types of upsells that are not discussed in detail herein are contemplated by the present invention. One such upsell may
15 comprise "points", such as those redeemable for store credit, telephone calls, Internet access or pay television events. Furthermore, many types of POS terminals, besides those requiring cashiers, are contemplated by the present invention.